

Subject: Farmers' Market Budget Projections

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Woke-up with nothing to do but to play with our SWFM Budget Projection spreadsheet. I have a hard copy for you, and it's also attached. Until I can give it to you, here are some highlights:

1 - This was a good week for the Budget Projections. You have been masterful! Logistics Crew budget adjustment has reduced our 6 month / year end deficit from \$16,006 to \$9,516! Cynthia's increase in the weekly revenue average to \$675 is also a positive impact.

2 - The annualized Budget as we see it in 2017 has a year end deficit of \$26,679 We'd like to improve that right? I included a \$25 / week revenue bump in April 2017 (about 5%) and again in July 2017. That's pretty gentle. More sure would be helpful but I don't want to panic Cynthia. I emailed CIM to determine their projected "move-in" date. Our 3rd biggest cost is "Entertainment & Special Events" at \$6,000 per year. Wouldn't it be nice to get a school, community, youth, church, or some other organization to "own" at least a portion of that?

3 - I forced a breakeven point on our existing cost structure. We need to realize \$1,200 / week to breakeven. That's about double the current revenue.

—Attachments:————

Sunday Farmer's Market Budget Projection DRD 160817.pdf

453 KB